



Future Directions in Public Performance Reporting & Improved Care

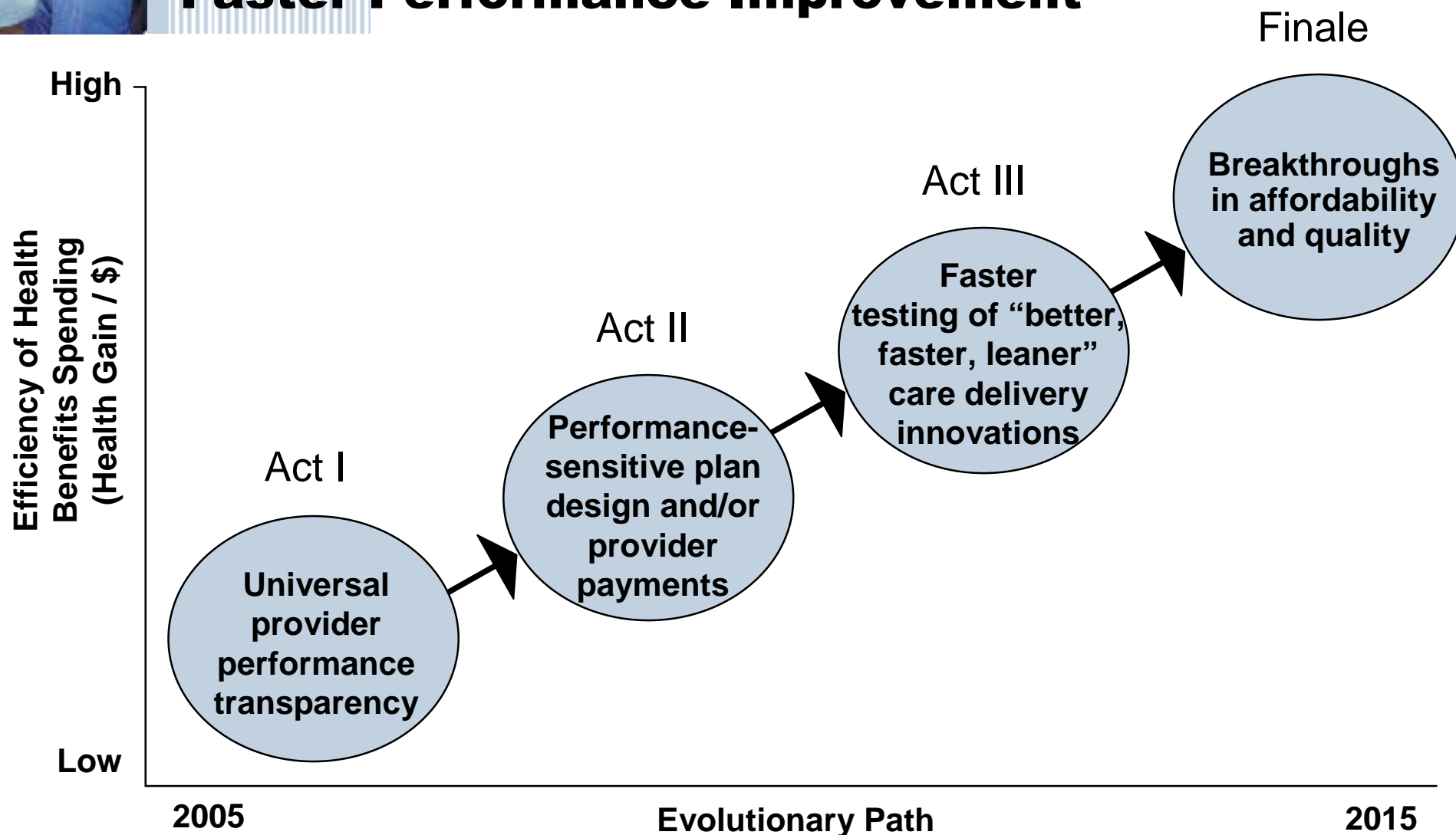
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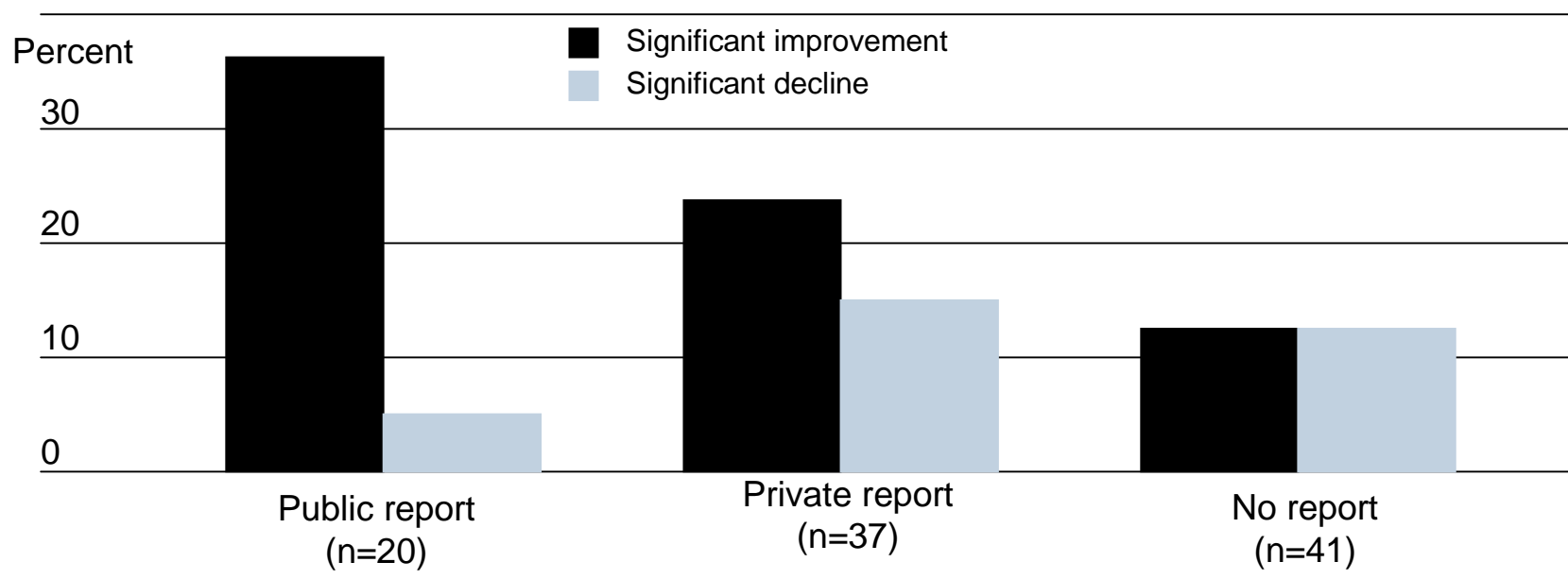
Convergence Among Strategic Purchasers: “A Few Simple Rules” to Drive Faster Performance Improvement





Kickstarting Reengineering Via Sunshine: *Salient* Transparency Can Be Very Powerful (Think Kitchen Hygiene Portrayals in Los Angeles)

Percentage Of Hospitals With Statistically Significant Improvements Or Declines In Obstetrics Performance In The Post-Report Period (2001-2003)



Source: J. Hibbard, et al., Health Affairs, July 2005; and Wisconsin Bureau of Health Information, risk-adjusted by Medstat.



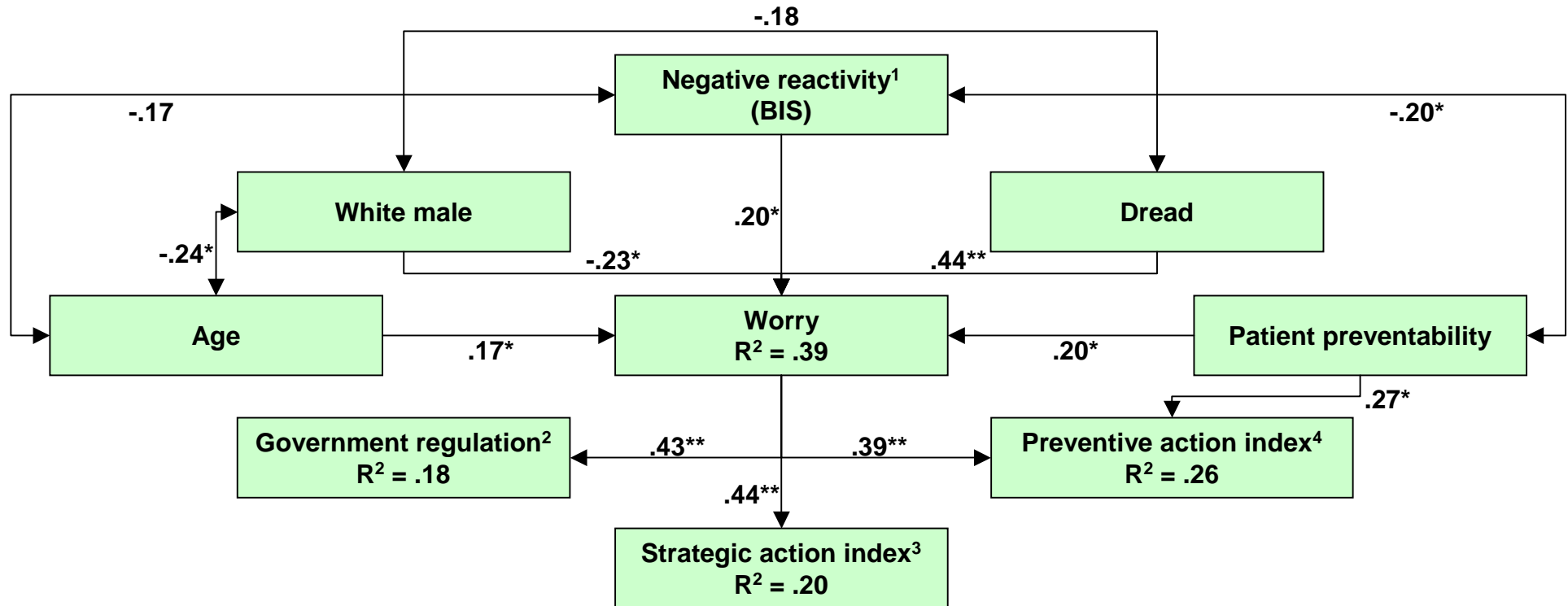
**Don't Force Everyone to Go to Websites;
Offer a *Values-Tailored* “Wizard” that Prompts
Behaviors Likely to Maximize Satisfaction;
Let Consumers Tell Us What Mode
and Sponsor Works Best for Them**





An Illustrative, Nuanced View of How to Tailor Efforts to Engage Consumers in Behaviors & Provider Selections to Minimize Exposure to Health Care Danger and Unaffordability

(E. Peters et al, 2006, Volume 25, No. 2, *Health Psychology*)



Structural equation model of worry about health care performance shortfalls. Overall model statistics: CFI = .98, adjusted $\chi^2(21, N = 97) = 1.1$, AGFI = .89, $p = .30$, RMSEA = .04, BIS = Behavioral Inhibition System.

¹ A tendency to react more strongly to negative events in life as well as from sociopolitical factors emerging from demographic differences in gender and race; ² a preference for government to take action; ³ actions prior to going to the hospital; ⁴ intent to take preventive actions while in a hospital.



End Point: A Personalized Health Care Journey that Excels on Safety, Quality Reliability, User Experience and Total Cost of Ownership

